

DECLARATION OF JOSEPH M. FISHER

EXHIBIT U

November 16, 2015

NOTICE IMPLEMENTATION
CRT Indirect Purchaser Settlement

The Notice Company

(A) PRINT MEDIA			
Name	On Sale Date	Issue Date	Tearsheet/Affidavit
Newspapers			
<i>Parade</i> (Sunday Magazine)	8/8/15	8/9/15	Yes
<i>American Profile</i> (Sunday Magazine)	8/1/15	8/2/15	Yes
<i>The Wall Street Journal</i>	8/7/15	8/7/15	Yes
<i>USA Today</i>	8/7/15	8/7/15	Yes
<i>The New York Times</i> (Sunday national edition)	8/2/15	8/2/15	Yes
<i>San Francisco Chronicle</i> (Sunday)	8/16/15	8/16/15	Yes
<i>El Nueva Dia</i> (Puerto Rico)	8/7/15	8/7/15	Yes
Magazines			
<i>People (1st)</i>	8/7/15	8/17/15	Yes
<i>People (2nd)</i>	8/14/15	8/24/15	Yes
<i>Time</i>	8/7/15	8/17/15	Yes
<i>Sports Illustrated</i>	8/5/15	8/10/15	Yes
<i>TV Guide</i>	8/6/15	8/10/15	Yes
(B) DIRECT NOTICE VIA EMAIL			
Name	Start Date	End Date	Quantity
Email List - Businesses	8/3/15	8/10/15	1,470,776
Email List - Consumers	8/3/15	8/10/15	6,309,674
Email: The New York Times Newsletter	8/2/15	8/23/15	2,752,737
(C) PRESS RELEASE & NEWSWIRE SOCIAL POSTS			
Name	Start Date	End Date	Audience
PR Newswire: US1 National Distribtuion	8/3/15	8/3/15	72,095,000
PR Newswire: Hispanic Distribution	8/3/15	8/3/15	332,000
PR Newswire: US1 National Distribtuion	10/30/15	10/30/15	10,252,960
PR Newswire: Hispanic Distribtuion	10/30/15	10/30/15	2,609,949
(D) Web Ads & Search			
Name	Start Date	End Date	Impressions
TV Insider	8/1/15	8/31/15	12,542,147
Parade.com Digital	8/3/15	9/5/15	3,376,391
Facebook Ads	8/3/15	Ongoing	20,968,439
Facebook Page and Outreach	8/3/15	Ongoing	4,432,552
Google Display Network (English & Spanish)	8/3/15	Ongoing	224,218,135
Google Search	8/3/15	Ongoing	550,372
Bing/Yahoo Search	8/1/15	Ongoing	8,435